RJ Reynolds
Tobacco Company

JIM MORRIS
Senior Chain Accounts Manager

4601 West Chester Pike
Newtown Square, PA 19073
215-353-5666
Fax 215-359-1576

June 5, 1995

TO: S. Majer, I. Miskewycz, J. Abrahamson, ✓T. Scott, N. McCleary, A. Evanchik, D. Keeney, S. Schwalm

SUBJECT: ***APlus/Sunoco Authorized Contracts - 1995***

Dear Managers:

Meetings were recently held with APlus/Sunoco Corporate headquarters, Mr. Joe Kearney, Convenience Food Marketing Manager, for the purposing of presenting our 1995 contracts. APlus/Sunoco has agreed to maintain our current contracts in their corporate and franchise stores. This is a grandfathered chain; consequently, no changes will need to be made to SIS. However, the following opportunities exist with APlus/Sunoco for our company to place either self-service or non-self-service counter displays--listed below is pertinent information:

- ***Authorized Displays***
  - 2 Full Price Displays
  - Doral Counter Display
  - Cimarron/Doral Floor Rack, i.e., cartons and packs (available through McLane).
  - Cimarron counter display, i.e., this can be non-self-service or self-service.
  - RJR overhead merchandiser.

Attached is an authorized letter sent from Mr. Kearney on February 17, 1995 to all APlus/Sunoco store operations.

- RJR opportunities to place additional displays in targeted outlets::
  - Attached is current list of locations without RJR base contracts. RJR manager should contact local APlus/Sunoco Division Management and make arrangements to secure and implement the above authorized program (outlined in this letter).

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"We work for smokers."

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- SIS information should be entered based upon grandfathered contract information., i.e., former base contract; temporary full price display; temporary savings display.
- The targeted locations in some cases may be identified as security stores, i.e., plexiglass, or high crime area. In these outlets, please implement the non-self-service base package contract, i.e., see attached picture and contracts.

o Co-Marketing Accrual Contract. New Co-Marketing program will be entered by the Chain Department for all APlus/Sunoco Corporate locations via mass add. It is not necessary for sales representatives to enter this information.

o Value Added. See attached list of programs authorized through McLane.

If you have any questions, please don't hesitate to give me a call.

Warm regards,

J. A. Morris

JAM:des
Attachments

cc: R. F. Kane
M. A. Young
J. R. Loftin/J. P. Renehan
B. G. Norman
R. C. Farmer
P. E. Schmidt
L. T. Poole

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